
To: Ashley Nettye, Inc. (trademarkdocket@whitecase.com)

Subject: TRADEMARK APPLICATION NO. 76639475 - ASHLEY B
BERNARDO - 1124819-0003

Sent: 2/6/07 9:12:38 AM

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[Important Email Information]
UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/639475

APPLICANT: Ashley Nettye, Inc.



CORRESPONDENT ADDRESS:

Jonathan Moskin, Christopher Glancy, Car
White & Case LLP
1155 Avenue of the Americas
New York NY 10036

RETURN ADDRESS:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

If no fees are enclosed, the address should
include the words "Box Responses - No Fee."

MARK: ASHLEY B BERNARDO

CORRESPONDENT'S REFERENCE/DOCKET NO: 1124819-0003

CORRESPONDENT EMAIL ADDRESS:
trademarkdocket@whitecase.com

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address..

Serial Number 76/639475

DENIAL OF REQUEST FOR RECONSIDERATION

This letter responds to applicant's Request for Reconsideration filed on January 17, 2007.

In the Final Office Action, the examining attorney held the application under Final Refusal due to a Section 2(d) Likelihood of Confusion and due to a Requirement for a new Drawing.

In the Request for Reconsideration, the applicant argued against the Section 2(d) Refusal, as well as submitted an acceptable new Drawing. Applicant's response has been received and made of record. Due to the submission of an acceptable Drawing, the Drawing requirement is fulfilled.

With regard to the Section 2(d) Refusal, the trademark examining attorney has carefully reviewed the request for reconsideration and is not persuaded by applicant's arguments. No new issue has been raised and no new compelling evidence has been presented with regard to the points at issue in the final action. TMEP §715.03(a). Therefore, the Request for Reconsideration is **DENIED** and the Final Refusal is maintained and continued. 37 C.F.R. §2.64(b); TMEP §715.04.

For the applicant's convenience, the examining attorney responds to the applicant's arguments, below.

**Maintain and Continue Final Refusal:
Section 2(d) - Likelihood of Confusion Refusal**

Registration of the proposed mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 1582474. Trademark Act Section 2(d), 15 U.S.C. §1052(d); TMEP §§1207.01 *et seq.* See the registration and arguments enclosed with the initial and Final Office Actions, incorporated herein by reference. The applicant's mark is "ASHLEY B BERNARDO" for "(Based on Use in Commerce) Clothing, namely, dresses, sweaters, suits, pants, jeans, vests, tops, shirts, shorts, blazers, and skorts; outerwear, namely, jackets and vests; (Based on Intent to Use) Clothing, namely, swim wear, hats, belts, ties, scarves; outerwear, namely, coats, raincoats, and wind-resistant jackets." The registrant's mark is "ASHLEY B." for "jewelry, namely, earrings, necklaces, bracelets." The FINAL refusal is maintained and continued.

Applicant's Argument

The applicant argued against the refusal by arguing that the marks are visually and aurally distinguishable and that the applicant has no knowledge of any actual confusion between the marks. The applicant also requested a three month suspension in order to determine what course of action should be taken with regard to the registered mark.

Examining Attorney's Response

The examining attorney has considered carefully applicant's arguments and has found them unpersuasive for the reasons below. First, the examining attorney does not disagree that the marks must be considered in their entireties. Nevertheless, one feature of a mark may be recognized as more significant in creating a commercial impression. Greater weight is given to that dominant feature in determining whether there is a likelihood of confusion. *In re National Data Corp.*, 753 F.2d 1056, 224 USPQ 749 (Fed. Cir. 1985); *Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 189 USPQ 693 (C.C.P.A. 1976). *In re J.M. Originals Inc.*, 6 USPQ2d 1393 (TTAB 1987); TMEP §1207.01(b)(viii). When a mark consists of a word portion and a design portion, the word portion is more likely to be impressed upon a purchaser's memory and to be used in calling for the goods or services. Therefore, the word portion is normally accorded greater weight in determining likelihood of confusion. *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593, 1596 (TTAB 1999); *In re Appetito Provisions Co.*, 3 USPQ2d 1553 (TTAB 1987);

Amoco Oil Co. v. Amerco, Inc., 192 USPQ 729 (TTAB 1976); TMEP §1207.01(c)(ii). Here, the word portions are confusingly similar: "ASHLEY B BERNARDO" and "ASHLEY B."

With regard to the rectangular design, note that it is unlikely that consumers will call for applicant's goods by using the design element in the mark. That is, it is unlikely that consumers will call for "ASHLEY B BERNARDO with the rectangular design" brand clothing. Instead, it is more likely that consumers will refer to the clothing as "ASHLEY B" or "ASHLEY B BERNARDO" brand clothing. Thus, as stated above, the word portion is normally accorded greater weight in determining likelihood of confusion.

Here, as noted in applicant's Request for Reconsideration, applicant has included the word "BERNARDO" in the applied-for mark. The mere addition of a term to a registered mark does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Section 2 (d). *In re Chatam International Inc.*, 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004) ("GASPAR'S ALE and "JOSE GASPAR GOLD"); *Coca-Cola Bottling Co. v. Joseph E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975) ("BENGAL" and "BENGAL LANCER"); *Lilly Pulitzer, Inc. v. Lilli Ann Corp.*, 376 F.2d 324, 153 USPQ 406 (C.C.P.A. 1967) ("THE LILLY" and "LILLI ANN"); *In re El Torito Rests. Inc.*, 9 USPQ2d 2002 (TTAB 1988) ("MACHO" and "MACHO COMBOS"); *In re United States Shoe Corp.*, 229 USPQ 707 (TTAB 1985) ("CAREER IMAGE" and "CREST CAREER IMAGES"); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) ("CONFIRM" and "CONFIRMCELLS"); *In re Riddle*, 225 USPQ 630 (TTAB 1985) ("ACCUTUNE" and "RICHARD PETTY'S ACCU TUNE"); *In re Cosvetic Laboratories, Inc.*, 202 USPQ 842 (TTAB 1979) ("HEAD START" and "HEAD START COSVETIC"); TMEP §1207.01(b)(iii). As shown by the marks, the applicant has added its own brand name to registrant's mark. It should also be noted that applicant's brand name appears beneath the "ASHLEY B" mark and in a much smaller font.

Please note that the Trademark Act not only guards against the misimpression that the senior user is the source of the junior user's goods or services, but it also protects against "reverse confusion," that is, that the junior user is the source of the senior user's goods or services. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993); *Banff Ltd., v. Federated Department Stores*, 6 USPQ2d 1187 (2d Cir. 1988); *Fisons Horticulture v. Vigoror Industries*, 31 USPQ2d 1592 (3d Cir. 1994). Here, the Act protects against the misimpression that applicant is the source of the registrant's goods. More specifically, it protects consumers from assuming a relationship between "ASHLEY B BERNARDO" clothing and "ASHLEY B" jewelry.

Please note that the evidence of record indicates that designers are often referred to and known by their first names. For example, note that the Tommy Hilfiger and Calvin Klein brand products are often known as "Tommy" brand clothing or as "Calvins." See the attached. Printouts of articles downloaded from the Internet are admissible as evidence of information available to the general public, and of the way in which a term is being used by the public. TMEP §710.01(b). *In re Total Quality Group Inc.*, 51 USPQ2d 1474, 1475-76 (TTAB 1999); *Raccioppi v. Apogee Inc.*, 47 USPQ2d 1368, 1370-1 (TTAB 1998). The examining attorney has also attached examples of various registrations by famous designers in which they have trademarked their first names as indicators of source. See the attached. This evidence indicates that consumers are conditioned to call for fashion items by the first name of the designer. This common practice, then, as applied to the present facts, suggests that consumers are likely to call for applicant's and registrant's goods by "ASHLEY B." This is increasingly likely to be true in applicant's case, as applicant's mark features the name "ASHLEY B" in large font over the smaller wording "BERNARDO."

Also, as shown by the evidence attached to the previous Actions, there is a relatedness between the manufacturers of "clothing" and the manufacturers of "jewelry." See the initial and Final Office

Actions. Moreover, it should be noted that applicant has claimed ownership of prior U.S. registrations for the mark "BERNARDO" for "clothing." Applicant has also applied for the mark "BERNARDO" for "jewelry" in U.S. Application Serial No. 78641279. See the attached. Given applicant's claimed prevalence of the "BERNARDO" line, consumers, then, are likely to assume that the "BERNARDO" brand now has an "ASHLEY B" line of fashion goods. The Act protects consumers from the misimpression.

In addition, with regard to applicant's additions to the registered mark, please note that registration of a mark in typed or standard character form means that the mark may be displayed in any lettering style. 37 C.F.R. §2.52(a). The rights associated with a mark in typed or standard character form reside in the wording itself, and registrant is free to adopt any style of lettering, including lettering identical to that used by applicant. Therefore, applicant's presentation of its mark in special form will not avoid likelihood of confusion with a mark that is registered in typed or standard character form because the marks could be used in the same manner of display. See *In re Melville Corp.*, 18 USPQ2d 1386, 1387-88 (TTAB 1991); *In re Pollio Dairy Prods. Corp.*, 8 USPQ2d 2012, 2015 (TTAB 1988); *Sunnen Prods. Co. v. Sunex Int'l Inc.*, 1 USPQ2d 1744, 1747 (TTAB 1987); *In re Hester Indus., Inc.*, 231 USPQ 881, 882, n.6 (TTAB 1986); *United Rum Merchants, Ltd. v. Fregal, Inc.*, 216 USPQ 217, 220 (TTAB 1982); *Frances Denney, Inc. v. Vive Parfums, Ltd.*, 190 USPQ 302, 303-04 (TTAB 1976); TMEP §1207.01(c) (iii). Specifically, registrant is free to adopt a manner of display that includes a rectangular design.

Second, with regard to the issue of actual confusion, note that the test under Trademark Act Section 2(d) is whether there is a likelihood of confusion. It is unnecessary to show actual confusion in establishing likelihood of confusion. See *Weiss Associates Inc. v. HRL Associates Inc.*, 902 F.2d 1546, 14 USPQ2d 1840 (Fed. Cir. 1990), and cases cited therein. See also *In re Kangaroos U.S.A.*, 223 USPQ 1025, 1026-27 (TTAB 1984), wherein the Board stated as follows:

[A]pplicant's assertion that it is unaware of any actual confusion occurring as a result of the contemporaneous use of the marks of applicant and registrant is of little probative value in an ex parte proceeding such as this where we have no evidence pertaining to the nature and extent of the use by applicant and registrant (and thus cannot ascertain whether there has been ample opportunity for confusion to arise, if it were going to); and registrant has no chance to be heard (at least in the absence of a consent agreement, which applicant has not submitted in this case).

Third, with regard to applicant's request for a suspension of the application, please note that approval of such a request is not allowed by Office policy. Although Office policy does allow for suspension of action in limited circumstance, the situation at present does not fall under those allowances. See TMEP § 716.02. With regard to suspension and cancellation proceedings, the TMEP states specifically, "The examining attorney should suspend only if the applicant states that the cancellation proceeding has already been filed or is being filed concurrently with the response to the Office action." TMEP § 716.02 (a). Here, the record does not indicate that a cancellation proceeding has been filed or was filed concurrently with the Request for Reconsideration. As such, the examining attorney is constrained from suspending this application.

Therefore, because of a likelihood of confusion caused by similar marks and related goods, registration is refused and this FINAL refusal is maintained and continued.

Examining Attorney's Note

The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal.

/Jason Eric Lott/
Jason Eric Lott
Trademark Examining Attorney
Law Office 113
Phone: 571-272-9721
Fax: 571-273-9721

Note:

In order to avoid size limitation constraints on large e-mail messages, this Office Action has been split into 4 smaller e-mail messages. The Office Action in its entirety consists of this message as well as the following attachments that you will receive in separate messages:

Email 1 includes the following 9 attachments

1. Internet Evidence
2. TommySplas
3. TommyBrand-1
4. TommyBrand-2
5. TommyShop
6. TommyMen1
7. TommyKnit
8. TommyPrep
9. TommyWomen

Email 2 includes the following 11 attachments

1. TommyOxfor
2. Calvin
3. MyCalvins-01
4. MyCalvins-02
5. MyCalvins-03
6. MyCalvins-04
7. MyCalvins-05
8. MyCalvins-06
9. MyCalvins-07
10. MyCalvins-08
11. MyCalvins-09

Email 3 includes the following 10 attachments

1. MyCalvins-10
2. MyCalvins-11
3. MyCalvins-12
4. MyCalvins-13
5. MyCalvins-14
6. MyCalvins-15
7. MyCalvins-16
8. MyCalvins-17
9. MyCalvins-18
10. MyCalvins-19

Email 4 includes the following 24 attachments

1. MyCalvins-20
2. MyCalvins-21
3. MyCalvins-22
4. 72379595P001OF002
5. 72379595P002OF002
6. 75407975P001OF002
7. 75407975P002OF002

8. 75829479P001OF003
9. 75829479P002OF003
10. 75829479P003OF003
11. 75485139P001OF003
12. 75485139P002OF003
13. 75485139P003OF003
14. 76976488P001OF002
15. 76976488P002OF002
16. 72422580P001OF001
17. 72351007P001OF001
18. 73194442P001OF001
19. 73237399P001OF002
20. 73237399P002OF002
21. Relatedness Evidence
22. 78641279P001OF003
23. 78641279P002OF003
24. 78641279P003OF003

Please ensure that you receive all of the aforementioned attachments, and if you do not, please contact the assigned-examining attorney.

Internet Evidence

TOMMY HILFIGER

TOMMY HILFIGER
E-SHOP

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COUNTRY SELECTOR: [Company Info](#)

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TOMMY HILFIGER

COMPANY INFO

BRANDS

Tommy Hilfiger

Karl Lagerfeld

COMPANY HISTORY

CORPORATE FOUNDATION

PRESS

ADVERTISING

CORPORATE ETHICS AND VALUES

Tommy Hilfiger Divisions

The Tommy Hilfiger brand combines fresh American style with unique details to give time-honored class an updated look for customers who desire high quality, designer apparel at competitive prices under the following labels: Tommy Hilfiger, Hilfiger Denim, Tommy Jeans, and Hilfiger Sport.

TOMMY HILFIGER

Casual sportswear and accessories for men and women emphasize "classics with a twist" styling.

- Product Distribution

Casual sportswear for men and women, footwear, socks, eyewear, sunwear, watches, swimwear, robes and sleepwear, handbags, bags, dress shirts, ties, suits, belts, wallets, small leather goods, fragrances, home and bedding products, bathroom accessories, and luggage.

- Target

25 to 54 year old consumer, with a 30 year old target bull's-eye

- Market

Better apparel segment

- Distribution

Department stores and specialty stores worldwide



TOMMY HILFIGER

AUSTRIA (E-SHOP)

FRANCE (E-SHOP)

GERMANY (E-SHOP)

NETHERLANDS (E-SHOP)

UK (E-SHOP)

UNITED STATES (E-SHOP)

EUROPE

JAPAN

MEXICO

TOMMY HILFIGER CHILDRENSWEAR

Casual sportswear and denim for children emphasize "classics with a twist" styling.

- Target

Newborns to age 13. Segments include Layette, Toddler, Little Kids and Big Kids

- Market

Better apparel segment

- Distribution

Specialty stores in the U.S. as well as Department stores and specialty stores worldwide



HILFIGER DENIM

A more fashion forward sportswear collection, with a focus

A more fashion forward sportswear collection, with a focus on premium denim related separates for men and women. Designs are inspired by American classics, and finished with a modern edge and fresh spirit.

- Target
18 to 34 year old consumer
- Market
Upper end of the better apparel segment
- Distribution
Department stores and specialty stores in Canada, Mexico, Central and South America, Korea, Japan, Asia Pacific, India, Australia, and Europe



HILFINGER SPORT

Activewear for men and women. Designs are performance based and are inspired by American heritage.

- Target
25 to 54 year old consumer
- Market
Better apparel segment
- Distribution
Department stores and specialty stores in Europe and Japan



TOMMY JEANS

Edgier and more trend conscious casual sportswear, with a focus on denim related separates for women. The collection emphasizes a youthful and spirited point of view.

- Target
15 to 22 year old consumer
- Market
Upper end of moderate apparel segment
- Distribution
Department stores and specialty stores within the United States, Canada, Mexico, Central and South America, Korea, Japan, Asia Pacific, and India



TOMMY HILFIGER

SHOPPING BAG
0 ITEMS

CHECKOUT
\$ 0.00

FREE GROUND SHIPPING ON ORDERS OVER \$125

LOGIN

[home](#)

E-SHOP

NEW ARRIVALS

WOMEN

MEN

GOLF

SAILING

ACCESSORIES

FRAGRANCE

FOOTWEAR

HANDBAGS

WATCHES

GIFTS

SALE

WORLD OF

TOMMY HILFIGER

HEARTWARMING

February 2007 collection



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TOMMY HILFIGER

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\$ 0.00

FREE GROUND SHIPPING ON ORDERS OVER \$125

LOGIN

home men

E-SHOP






NEW ARRIVALS

WOMEN

MEN

New Arrivals
T-shirts
Polo shirts
Sweatshirts
Shirts
Sweaters / Knits
Outerwear
Pants
Jeans
Golf
Sailing
Accessories
Footwear
Watches

GOLF
SAILING
ACCESSORIES
FRAGRANCE
FOOTWEAR
HANDRACS



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COUNTRY: USA

NEWSLETTER: email address

TOMMY HILFIGER

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CHECKOUT
\$ 0.00

FREE GROUND SHIPPING ON ORDERS OVER \$125

LOGIN

home men polo shirts

E-SHOP

NEW ARRIVALS

WOMEN

MEN

New Arrivals

T-shirts

Polo shirts

Sweatshirts

Shirts

Sweaters / Knits

Outerwear

Pants

Jeans

Golf

Sailing

Accessories

Footwear

Watches

GOLF

SAILING

ACCESSORIES

FRAGRANCE



FOOTWEAR



HANDRAGS



Sizes



Colors



Sorting





Tommy Knit L/S
\$ 59.00





Tommy Knit S/S
\$ 55.00





Tommy Knit S/S
\$ 55.00



Sale - 50%
Rugby Wide Stripe Shirt
\$ 39.00 ~~\$ 78.00~~



Tommy Knit S/S
\$ 55.00



Tommy Knit S/S
\$ 55.00



Tommy Knit S/S
\$ 55.00



Tommy Knit S/S
\$ 55.00

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0 ITEMS

CHECKOUT
\$ 0.00

LOGIN

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home · men · sweaters / knits

E-SHOP

NEW ARRIVALS

WOMEN

MEN

New Arrivals
T-shirts
Polo shirts
Sweatshirts
Shirts
Sweaters / Knits
Outerwear
Pants
Jeans
Golf
Sailing
Accessories
Footwear
Watches

GOLF
SAILING
ACCESSORIES
FRAGRANCE
FOOTWEAR
HANDRAGS

Sizes

Colors


Sorting



TH Solid Color V-Neck Sweater
\$ 68.00



Tommy Prep Crew
\$ 68.00



Double-Neck Cardigan
\$ 118.00



Outdoor Cotton Cardigan
\$ 118.00









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TOMMY HILFIGER

SHOPPING BAG
0 ITEMS

CHECKOUT
\$ 0.00

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LOGIN

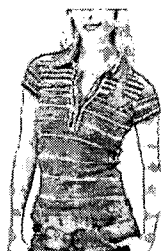
Polo shirts
Blouses
Knitwear
Skirts
Jackets / Coats
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MEN
GOLF
SAILING
ACCESSORIES
FRAGRANCE
FOOTWEAR
HANDBAGS
WATCHES
GIFTS

SALE



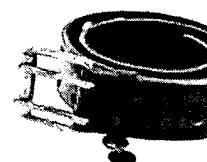
Polo shirts
Striped S/S Polo Shirt
\$ 58.00



Basic Tommy Baseball Cap
\$ 24.50



Classic Argyle Sweater
\$ 98.00



Double Hole Look Leather Belt
\$ 42.00

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home women blouses

Fine Stripe Shirt

\$ 39.99 ~~\$ 70.00~~






Sale -41%


Tommy Oxford Shirt L/S


\$ 39.99 ~~\$ 60.00~~



Cotton Stripe Shirt

\$ 39.99 ~~\$ 70.00~~






Sale -55%


Solid Color Shirt With Ribbon Lined Button Panel


\$ 39.99 ~~\$ 90.00~~



Check Shirt With Trumpet Sleeves

\$ 39.99 ~~\$ 70.00~~

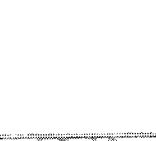




Sale -55%


Multi Stripe Shirt


\$ 39.99 ~~\$ 90.00~~



Preppy Solid Color Shirt

\$ 39.99 ~~\$ 60.00~~

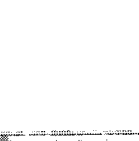




Sale -55%

Fitted Stripe Shirt

\$ 39.99 ~~\$ 90.00~~



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PVH

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54.29 +0.70 (+1.27%) Volume: 427,100

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Calvin Richard Klein

(born Nov. 19, 1942, New York, N.Y., U.S.) U.S. fashion designer.

He attended the Fashion Institute of Technology. He opened his own

company in 1968, when casual, hippie-style clothing was in

fashion, but took a different direction by designing simple,

understated, elegant clothing.

Though noted at first for suits and

coats, he gradually placed more

emphasis on sportswear, particularly interchangeable separates.

He was the first designer to win three consecutive Coty Awards

for womenswear (1973-75). Over the course of the 1980s and

'90s he became known for his clothing, cosmetics, linens, and

other designer collections, as well as for his erotic advertising



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Other designer collections, as well as for his creative advertising photographs, some of which have drawn public protest. His achievements represented the maturation of the American fashion industry.

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Klein, Calvin Richard (klin) , 1942-, American fashion designer, b. New York City. In 1968 he established Calvin Klein Limited, which produced clothes and accessories bearing his hallmark of simple, elegant lines and luxury materials. His spare designs were paired with such fabrics as linen, silk, and cashmere, mostly in neutral earth tones, to create a look of careless good taste. Klein has become particularly well known for his jeans, underwear, and fragrances, all of which have been extensively and provocatively advertised. He sold his company to Phillips-Van Heusen in 2003, but continued to design for it.

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Calvin Klein

One of America's top fashion designers, Calvin Klein (born 1942) first made a name for himself by

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- Sheen Calvin Klein

Klein (born 1942) first made a name for himself by designing clean, uncomplicated sportswear. But he kept his name before the public by creating sometimes shocking and always news making advertising campaigns.

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Klein was born in 1942 in the Bronx, New York, where he spent all his childhood. As a youth he taught himself to sketch and sew. He attended the High School of Art and Design, moving on to the prestigious Fashion Institute of Technology. He spent five years as an apprentice in a coat and suit house on Seventh Avenue in New York City, working long nights and weekends to hone his own designs.

In 1968 he and close friend and financial backer/adviser Barry Schwartz created a Calvin Klein retail business. The first order was obtained purely, and ironically, by accident when a coat buyer from Bonwit Teller got off on the wrong floor of a hotel and wandered into Klein's workroom. She placed an order for \$50,000, which was a huge amount at that time. Encouraged by the fashion press' exaltations and store executives' support, Klein expanded his line to include women's sportswear.

Klein's world soon included his couture line, Calvin Klein Collection for men and women, CK sportswear for men and women, and CK jeans. He also licensed arrangements for his menswear, coats, accessories, intimate apparel, hosiery, swimwear, eyewear, furs, socks, and fragrances, all under his careful control and management. Of the many categories licensed, denim jeans, along with fragrances, built a large following among consumers who sought an affordable way to attain the designer's caché. By 1997 sales of Calvin Klein Jeans approached half a billion dollars.

Marketing Approach Was Never Subtle

Advertising was a key to Klein's success. He stoked the media with controversy that kept his name in the news. He was the first to design women's underwear that looked like men's jockey shorts. His television ads for jeans starred child-star Brooke Shields, who exclaimed: "Nothing comes between me and my Calvins." In the process, Klein developed a reputation for pushing the envelope of acceptability in his campaigns. Ads of the mid-1990s featured underage teenagers (not professional models) in sexually provocative poses that were particularly risqué, and were characterized by many as socially irresponsible. Dubbed "kiddie porn" by the press, the campaign was singled out by *Forbes* magazine as the worst marketing campaign of 1995. He even attracted government attention: the FBI and Justice Department investigated the company for possible violations of child pornography laws. The ads were universally denounced, but

and pornography, which the ads were extremely condemned, but in the end, the Justice Department ruled that they were not pornography. And, yes, Klein pulled the ads, but not before the accompanying publicity had made the Calvin Klein brand name a part of everyday conversation..

His three major fragrances - Obsession, Eternity, and Escape - were huge successes, also due in part to the shock value of advertising. His television ads for Obsession featured British waif model Kate Moss nude with her Italian photographer boyfriend whispering, "I love you, Kate," as she wades through ocean waves, nervously chews her long straight hair, and runs through island huts and gardens to the sounds of beating hearts, insects, wind, and surf.

Advertising for his new fragrances, CK One and CK Be, continued to challenge the public's social conscience, with some reflecting a gritty, hard life reality in which decimated teens (this time older, professional models) appeared to be part of an idealized drug culture. Again, the ads drew criticism; this time, President Clinton admonished the fashion industry not to glamorize addiction, but to speak out against the "heroin chic" style of fashion photography being used. Klein continued to profess innocence, saying that his ads are never meant to shock or create controversy. The ads of the 1990s, according to the designer, represented a departure from phony airbrushed images that were not connected to the reality of today's world.

Design Philosophy Affirmed

While he unceasingly altered his image in the media with the changing times - incorporating rock and roll, grunge, and waif models as well as the homo-erotic and cynical-chic images of drug use conceived by top fashion photographer Bruce Weber - his design philosophy remained rooted in minimalism. At the same time his advertising for jeans and fragrances was being criticized, Calvin Klein clothing was receiving critical acclaim for its clean, modern lines. *Time* magazine called him the Frank Lloyd Wright of fashion, and named him one of the 25 most influential Americans in 1996.

Klein won the prestigious Coty Award three times in a row (1973-1975), becoming the youngest designer to ever have that honor. In 1982, 1983, and 1986 he also captured the Council of Fashion Designers of America Award. In addition to his professional achievements, he built a financially strong company with the continued advice and help of partner Barry Schwartz who guided the company through tough financial times in the late 1980s. His worldwide empire was rivaled by few designers.

Nicknamed "Calvin Clean"

In his personal life Klein also weathered the times. He married Jayne Centre in 1964 but divorced in 1974. They had one child, Marci. After battling rumors of a gay, drug-related lifestyle and AIDS, he shocked the industry by marrying one of his design assistants, Kelly Rector, in 1986. None of the bad publicity seemed to affect sales. Perhaps coincidentally, Klein assumed a lower profile and quieter lifestyle during the late 1980s and early 1990s. He also began sponsoring programs such as "Unlock the Silence," to support the Rape, Abuse, and Incest National Network (RAINN), as well as various benefits for AIDS. In early 1997 his marriage appeared to be faltering, and a separation was announced.

Klein was unquestionably a stylish survivor as he approached the twenty-first century as a top fashion designer, still appealing to his clean-minded, career-oriented customers. But he also reached a growing group of hip teens and twenty-somethings with his increasingly street chic women's fashions of tuxedo denim jackets, crinkled poet blouses, velvet priestly evening vestments, and Edwardian men's jackets worn with cuffed jeans.

Further Reading

For further information on Calvin Klein and the fashion industry see *Fairchild Dictionary of Fashion* (1988), *McDowell's Directory of 20th Century Fashion* (1987), *Contemporary Designers* edited by Ann Lee Morgan (2nd ed. 1990), and *NY Fashion: The Evolution of American Style* by Caroline Rennolds Milbank (1989). A 1994 book by Steven Gaines and Sharon Churcher, *Obsession: The Lives and Times of Calvin Klein*, was reportedly displeasing to its subject. More can be learned by reading the following periodicals: *Fortune* (January 13, 1997), *AdWeek* (September 23, 1996), *Time* (June 17, 1996), the *New York Times* (February 10 and 18, 1997), and *Billboard* (September 7, 1996 and January 11, 1997).

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Calvin Klein (American designer)

Calvin Klein (American designer)

- **Born:** Bronx, New York, 19 November 1942.
- **Education:** Studied at Fashion Institute of Technology, New York, 1959-62.
- **Family:** Married Jayne Centre, 1964 (divorced 1974); child: Marci; married Kelly Rector, 1986 (separated).
- **Career:** Assistant designer, Dan Millstein, New York, 1962-64; freelance designer, New York, 1964-68; Calvin Klein Co. formed in partnership with Barry Schwartz, 1968, daughter Marci kidnapped (released unharmed), 1978; Brooke Shields jeans commercial debuted, 1980; men's underwear introduced, 1982; purchased Puritan Jeans, 1983; Unilever secures fragrance license, 1989; company reorganized with help of music mogul David Geffen, 1992; debut of less expensive cK line, circa 1993; jeans and underwear businesses sold to Warnaco, 1994; flagship store opened on Madison Avenue, New York City, 1995; first freestanding cK store, Kent, 1999; second cK store, Manchester, 2000; trademark infringement suit filed against Warnaco, 2000; lawsuit against Warnaco settled, 2001; fragrances include *Obsession*, 1985, *Eternity*, 1988, *cK one*, 1994, *cK be*, 1996, also *Escape*, *Contradiction*, *Truth Calvin Klein*.
- **Awards:** Coty American Fashion Critics award, 1973, 1974, 1975; Balli Museum of Costume Dress of the Year award, 1980; Council of Fashion Designers of America award, 1993; named one of the "25 Most Influential Americans" by *Time*, 1996; Lifetime Achievement award, Council of Fashion Designers of America, 2001.
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An indisputable genius in marketing, a recognized wizard in fashion financing, a charismatic image-maker and image himself, Calvin Klein is the quintessential American fashion expression of the last quarter of the 20th century and still world renowned in the 21st century. The energy of his identification with jeans in the late 1970s and early 1980s, his later frontiers of underwear, and his consistent edge for advertising image in print and media have rendered him a vivid figure in the landscape of American cultural life.

A sleazy, potboiler biography of Klein was published in 1995, titled *Obsession: The Lives and Times of Calvin Klein*, not only taking its title from his popular fragrance and beauty products line but Klein's chameleon-like ability to be many things in the fashion industry. Years before, Michael Gross had already described Klein's life in *New York* magazine (8 August 1988) as

described Klein's life in *New York Magazine* (6 August 1989) as "an extraordinary odyssey—a sort of one-man pilgrimage through the social history of modern America." Yet Klein is homegrown hero to young America, the elusive image of the creator as megapower and carnal charmer, the recurrent American worship of those few who achieve absolute power in a democracy. In his decades as a top designer, Klein has established himself as a veritable obsession. He has only intensified this stature in spiraling success that challenges, yet flourishes in, the very visible arenas of fashionable culture.

Is Klein a designer? Suffused with aura and surrounded by negotiation—commercial and social—Klein might seem to have sacrificed his essential *métier* as a designer. Significantly, he has not. His sensibility for minimalist aesthetics, in an active lifestyle with the ethos of sportswear, is as evident today as it ever was. Klein's clothing is as judicious as his marketing is advanced: streamlined clothes worn with ease prevail, with influences as far flung as Vionnet, Halston, di Sant'Angelo, and Armani. Klein's best eveningwear gives a first impression of delicacy and refinement, characteristically avoiding linings and complications, as the wearer enjoys an unexpected freedom and mobility.

Klein's fashion is the quintessence of American fashion expression and taste—his minimal construction promotes mass manufacturing; his ease allows comfortable dressing in all sizes and shapes; his penchant for quality wool, cashmere, cotton, and other feel-good textile luxuries affirms a sense of luxury in clothes otherwise so undistinguished in their simplicity as to pass unnoticed. Although in a 1994 press statement Klein avowed that "Everything begins with the cut," one does not think of cut and construction in the traditional fashion measure of Vionnet or Madame Grés. Klein's spare cut is not truly architectural; it is unobtrusive or, in the words of Bernadine Morris, writing in the *New York Times* in May of 1985, "without frills."

Klein's marketing of jeans, underwear, and fragrance were consistent in their aggressive even opportunistic address to gender and sexuality. Beginning with 1980 television advertising conceived by Richard Avedon and Klein using young model Brooke Shields, Klein steadily set and stretched the parameters of America's acceptance of overt sensuality in promotion of fashion and in public, with displays ranging from national television campaigns to Times Square billboards, and to print media. Klein's campaigns have been progressive, seeming in each instance to build upon and move beyond the first provocation and the inevitable acceptance of the prior campaign.

Defining the public protocols of the 1980s and 1990s, Klein made

Defining the public protocols of the 1980s and 1990s, Klein made a distinct cultural contribution to advertising. He not only took the design of jeans and underwear to new heights, but brought gender into the fray as well. He was unerringly responsible for the surge of gender-sharing fragrances launched in the middle and late 1990s, as well as pushing the envelope with daringly sexual displays in advertising.

James Brady wrote of Klein in *Parade* in October 1986: "His success is so enormous, his income so vast, his lifestyle so lavish, that we tend to forget that in life there are no free rides." And so controversy has often surrounded Klein as much as celebrity; but it is incontrovertible that Klein altered the landscape of modern American fashion and its perception as only a genius and a giant can—in an epoch of uncertainty and recriminations, Klein's imperfect but ever-upward course prompted dispute and jealousy. Yet he demonstrated, over and over, that his unerring fashion sense would prevail.

Klein's enduring success has been a balance of the no-nonsense fashion designer with the pretentious and unpredictable commercialism of the fashion industry. Since 1994 Calvin Klein Inc. has grown into a fashion empire producing everything—including menswear, womenswear, fragrances and skincare products, eyewear, socks, and pillowcases (Calvin Klein Home, a home fashion collection, was introduced in April 1995). Baring the Calvin Klein name has grown into a lifestyle revered around the world; it is known in countries even where his products are not sold. Klein believes American clothes are an advantage in the global marketplace; nearly 90-percent of his business is through worldwide licensing agreements.

Klein has continued to receive notoriety from the publicity surrounding his advertisements. In 1995 his ck Jeans advertising campaign was pulled because of accusations of child pornography. New York Mayor Rudy Giuliani led the uproar in 1999 over a Times Square billboard showing seminaked youngsters. Even though Klein's advertisements are seen as inappropriate, his design philosophy has remained consistent—to keep the clothes modern, sophisticated, sexy, clean, and minimal. He once told *Time* magazine, "I've never been one to see women in ruffles and all kinds of fanciful apparel. To me it's just silly."

Klein confirmed in 1999 that he was looking ways to expand his business. He hired financial advisers to seek opportunities to develop his business through a merger, or by selling or developing other strategic options. Confirmed reports said Prada, Gucci, LVMH, and Ralph Lauren showed interest in purchasing Calvin Klein, Inc. Warnco, which owned the Calvin Klein underwear and jeans businesses, made an offer but the

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men's underwear and jeans businesses, made an offer but the parties failed to agree on control of Calvin Klein trademark usage. In a statement, Klein said the "strongest path to growth lay in remaining an independent, privately held entity." As of 2001, both Klein and his company remained independent and private.

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Calvin Klein

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The noun **Calvin Klein** has one meaning:

Meaning #1: United States fashion designer noted for understated fashions (born in 1942)

Synonyms: Klein, Calvin Richard Klein

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Calvin Klein

Calvin Richard Klein (born November 19, 1942) is a well-known American fashion designer. His name is also a brand name of clothing marketed by his company, which was launched in 1968.

In addition to clothing, Calvin Klein also gave his name to a range of perfumes, including CK One and CK Be (fragrances for both genders, co-owned by Calvin Klein and Coty Inc.)

both genders), now owned by Coty Inc. Swatch Group manufactures watches and jewelry under the Calvin Klein and Calvin Klein Jeans brands.

Early years

Born **Richard Klein** in The Bronx to Jewish Hungarian immigrants, he attended the High School of Industrial Art and he graduated, at 20 years of age, from New York's Fashion Institute of Technology. He did his apprenticeship in 1962 at an oldline cloak-and-suit manufacturer and spent five years designing at other New York shops.

Klein was one of several design leaders raised in the Jewish immigrant community in the Bronx, New York along with Robert Denning and Ralph Lauren. Calvin Klein became a protégé of Baron de Gunzburg through whose introductions he became the toast of the New York elite fashion scene, even before he had his first mainstream success with the launch of his first jeans line. Later, speaking in an interview with Bianca Jagger and Andy Warhol for Interview magazine, published not long after the Baron's death, Klein said: "He was truly the greatest inspiration of my life... he was my mentor, I was his protégé. If you talk about a person with style and true elegance-- maybe I'm being a snob, but I'll tell you, there was no one like him. I used to think, boy, did he put me through hell sometimes, but boy, was I lucky. I was so lucky to have known him so well for so long." Calvin Klein was immediately recognised for his talent after his first major showing at New York Fashion Week. Klein was hailed as the new Yves Saint-Laurent, and was noted for his clean lines and straight cuts on coats and suits.

Creating the Calvin Klein empire

In 1968, Klein and his childhood friend Barry Schwartz, who was to manage the business, then initially founded Calvin Klein Ltd., a coat shop in the York Hotel, in New York City with \$10,000. Legend has it that a year later a buyer from Bonwit Teller got off the elevator on the wrong floor, and ended up placing a \$50,000 order. It is more likely though, that Klein showed his work to Bonwit Teller staff, which led to the first Calvin Klein collection: a line of men's and women's coats featured at the New York City store.

In 1969, Mr. Klein, who was later described as "the supreme master of minimalism," appeared on the cover of Vogue magazine. By 1971, sportswear, classic blazers as well as lingerie were added to his women's collection portfolio.

In 1973 he was awarded the Coty Award for the first time, which he received for three consecutive years for his 74-piece

he received for three consecutive years, for his 74-piece womenswear collection. By 1977, annual revenues had jumped to \$30 million, and he had licenses for scarves, shoes, belts, furs, sunglasses, and sheets. Klein and Schwartz were making \$4 million each. After the company signed licenses for cosmetics, jeans, and menswear, Klein's annual retail volume was estimated at \$100 million. In 1978, Klein claimed sales of 200,000 pairs of his famous jeans the first week they were on the market. By 1981, Fortune magazine figured Klein's annual income at \$8.5 million a year. In the mid-1970s, he had created a designer-jeans craze by putting his name on the back pocket. The jeans were famously advertised with a commercial featuring a 15-year-old Brooke Shields cooing in 1979/80 that "nothing comes between me and my **Calvins**" and "I've got seven Calvins in my closet, and if they could talk, I'd be ruined." Controversial advertising, including a series of ads featuring adolescents in sexually evocative poses, has been a recurring theme for the company. Shields advertised for Klein underwear in 1984 as well.

In the late 1970s, the company also made attempts to set up its own fragrance and cosmetics business, but soon withdrew from the market with big financial losses. In the 1980s, as the designer-jeans frenzy reached its all-time high, Calvin Klein introduced a highly successful line of boxer shorts for women and a men's underwear collection which would later gross \$70 million in a single year. Calvin Klein's underwear business, promoted later in the 1990s with giant billboards showing images of pop singer "Marky Mark" Mark Wahlberg, was so successful that his underpants became generally known as "Calvins."

The stunning growth continued through the early eighties. The licensing program, which brought in \$24,000 when it was initiated in 1974, had royalty income of \$7.3 million ten years later. That year, worldwide retail sales were estimated at more than \$600 million. Klein's clothes were sold through 12,000 stores in the United States and were available in six other countries. His annual income passed \$12 million.

Financial problems, increased pressure from all sides, disagreements with the licensee of the menswear line and its disappointing sales as well as an enormous employee turnover both within Calvin Klein and its licensing partners led to the first rumors that Calvin Klein Industries, as the company had been known by then, was up for sale. And indeed, in late 1987, it was said that the sale of the company to Triangle Industries, a container manufacturer, had only failed because of the crashing stock market.

Although the company almost faced bankruptcy in 1992, Calvin

Although the company almost failed bankruptcy in 1992, Calvin Klein managed to regain and increase the profitability of his empire throughout the later 90s, mainly through the success of its highly popular underwear and fragrance lines, as well as the CK sportswear line. Mr. Klein was named "America's Best Designer" for his minimalist all-American designs in 1993, and it came as a surprise in 1999 when it was announced that CKI was again up for sale. Planning to expand its business, the company had been approached by two luxury goods companies, LVMH and Pinault Printemps Redoute, to join Calvin Klein, but nothing resulted. Other potentials like Tommy Hilfiger Corp. and Italy's Holding di Partecipazioni proved to be similar disappointments because of CKI's steep price tag of supposedly \$1 billion. After seven months and no potential buyer, Mr. Klein announced that his empire was not on the market anymore. The company would never manage to go public, which had supposedly been Mr. Klein's plan once.

Acquisition by Phillips-Van Heusen

In mid-December 2002, Calvin Klein Inc. (CKI) was finally sold to shirt maker Phillips Van Heusen Corp., whose then CEO Bruce Klatsky was the driving force behind the deal, for about \$400 million in cash, \$30 million in stock as well as licensing rights and royalties linked to revenues over the following 15 years that were estimated at \$200 to \$300 million. The sale also included an ongoing personal financial incentive for Mr. Klein based on future sales of the Calvin Klein brand.

PVH outcompeted VF Corp., the maker of Lee and Wrangler jeans, which had also been interested in the jeans, underwear and swimwear business of CK that had been controlled by Warnaco Group, maker of Speedo swimwear, since 1997. The deal with PVH did not include these businesses, and they remained with Warnaco. Unable to pay debts from acquisitions and licensing agreements and due to bad publicity by a later dismissed lawsuit with Calvin Klein over selling license products to retailers other than agreed upon with Calvin Klein, Warnaco had filed for chapter 11 protection in mid-2001 but eventually emerged from bankruptcy in February of 2003. Mr. Klein himself had considered Linda Wachner, then CEO of Warnaco Group, a personal enemy.

In reaction to the announcement of the deal, Phillips-Van Heusen shares closed down 14 cents at \$12.54 on the New York Stock Exchange on December 17, 2002. The industry feared that PVH had taken on too much with the acquisition. It is said that talks between Calvin Klein and PVH had begun as early as 2000.

The transaction between Calvin Klein and PVH was financially supported by Apax Partners Inc., a New York private equity firm, which is said to have made a \$600 million offer.

firm, which is said to have made a \$250 million equity investment in PVH convertible preferred stock, as well as a \$125 million, two-year secured note, all in exchange for seats on the board of PVH.

CKI thus became a wholly owned subsidiary of PVH. In the beginning, Mr. Klein himself, who was included as a person in the 15-year contract he had signed with PVH, remained creative head of the collections but then continued as an advisor (consulting creative director) to the new company from 2003 on and has since more and more withdrawn from the business. Mr. Klein has appeared in the news from time to time since then when his name was associated with drug abuse, withdrawal treatments and public nuisance. Barry Schwartz was said to concentrate on his role as chairman of the New York Racing Association, a horse-racing club. The current President and COO of the CKI division within PVH is Tom Murry, who had filled this position already before the acquisition.

Current licenses

In early 2003, it was announced that Vestimenta SpA of Italy would be entrusted with the manufacture and distribution of Calvin Klein Collection for men and women - the label's pricey high-end haute couture designer line which these days is shown on runways during the fashion weeks in New York and Milan - while design, marketing, advertising and public relations as well as control over the distribution of the line remained with CKI.

In June 2003, CKI announced that Kellwood Corp. of Chesterfield, Missouri had been selected as a strategic licensing partner to produce, source and distribute a Calvin Klein women's better sportswear line to launch in North, Central and South America in late 2004. Under the terms of the arrangement, Kellwood collaborated with Andrew Grossman and Alexander Vreeland, two seasoned Giorgio Armani executives, who had formed a new business venture named GAV with Jay Schottenstein, chairman and CEO of Schottenstein Stores Corp., to help develop and launch the line in terms of marketing, design and advertising. GAV, a Manhattan based company, already then designed and manufactured for ck Calvin Klein and Emanuel Ungaro. The cooperation between Kellwood and GAV was ended on friendly terms in September 2005 with Kellwood being left solely responsible for the women's sportswear line while the other parties could focus on their ck Calvin Klein bridge business. A better sportswear line for men has been designed and developed in-house at CKI and PVH since spring 2004.

Just recently (December 2005), the Warnaco Group announced that in 2006 they would acquire 100% of the shares of the

that in 2006 they would acquire 100% of the shares of the companies that operate the licenses and related wholesale and retail businesses of Calvin Klein Jeans and accessories in Europe and Asia as well as the ck Calvin Klein bridge line of sportswear and accessories in Europe from Fingen SpA, a Florentine holding company, and Euro Currier SpA for €240 million. Fingen, a company controlled by the Italian Fratini family, had held a 90% share in the European Calvin Klein business - which was managed by Fabio Fusco - since 1995 with CKI owning the remaining 10%. Additionally, beginning in 2008 and continuing through December 2010, Wamaco will assume the license for Calvin Klein Collection men's and women's apparel and accessories worldwide from Fingen, with Mr. Fusco remaining in charge after the completion of the deal. The deal will have no impact on the existing US licenses with Kellwood Corp. for the Calvin Klein women's better sportswear line and with GAV for the ck Calvin Klein bridge sportswear business.

In 1997, Calvin Klein International and Swatch Group signed a license agreement. Since this date, the company Calvin Klein Watches & Jewelry has been creating and marketing watches, and more recently jewelry, for Calvin Klein International.

Designers at Calvin Klein

The current creative director for Calvin Klein Collection for women is Brazilian-born

Francisco Costa who had already worked with Mr. Klein directly before the founder's departure from the company.



Italo Zucchelli, a former Jil Sander and Romeo Gigli designer, had collaborated with Calvin Klein for six seasons before he became head designer of the Calvin Klein Collection menswear line in spring 2004.

Calvin Klein stores

In the late 1990s the company opened elegant Calvin Klein Collection stores in Paris, Seoul, and Taipei and ultra-fancy ck Calvin Klein stores in Hong Kong, Milan and Kuwait City. As of today, there is only one Calvin Klein Collection store operated by CKI. It is located in New York City. The Calvin Klein stores in Milan, Moscow, Barcelona, Rome, Dubai (two locations), Seoul, Singapore and Taipei are maintained by partners.

Out of the two Calvin Klein Collection stores that existed in the US, the Dallas location in Highland Park Village which had been

US, the Dallas location in Highland Park Village which had been open for 20 years was closed in mid-2005. The only international location, in Paris, was closed by PVH in March 2006. The New York store, which serves as the company's flagship store at 654 Madison Ave., remains open till today. The sportswear and CK lines are mainly sold through North American department stores and in Europe through some high-end retail stores. In Europe, Calvin Klein is predominantly known for his underwear, and perhaps the Collection business, rather than for the medium-priced sportswear lines. In Asia, there are also signature CK stores that only carry the CK sportswear line. The Warnaco Group, in addition, maintains Calvin Klein Jeans and corresponding outlet stores. Apart from signature Calvin Klein Underwear boutiques, there are also several Calvin Klein Outlet stores, mostly located within factory outlet malls in the US, that sell the sportswear and CK lines at reduced prices but do not carry the Collection lines.

With the fall 2006 Collection runway presentations in New York City, CKI inaugurated an 8,600 sqft show room space that can seat up to 600 people on the ground floor of 205 West 39th Street, in Times Square South where Calvin Klein has been headquartered since 1978. Their current office space in the building is about 143,000 sqft with lease costs probably figuring at around \$30 per sq in that area.

In 2006 two Calvin Klein Jeans boutiques opened in Cairo and Alexandria Egypt, selling only Calvin Klein Jeans. Also in 2006, Calvin Klein opened three boutiques (including a store selling only underwear) in Istanbul/Turkey.

Calvin Klein brands

The most visible brand names include:

- Calvin Klein Collection
- Calvin Klein
- CK
- Calvin Klein Jeans

Licenses are in effect for the most of the above mentioned brands' Jeans, kids clothing, underwear, swimwear, sleepwear, hosiery and socks, watches, fragrance, eyewear and home lines/collections.

Calvin Klein fragrances

Calvin Klein is famous for the label's various lines of perfumes and colognes. Their perfumes and the corresponding fragrance lines used to be maintained by Calvin Klein Cosmetics Company (CKCC), a Unilever company, until recently when in May 2005

<http://209.85.165.104/search?q=cache:KBQ7fwCtpzYJ:www.answers.com/topic/calvin-klein+%22my+calvins%22&hl=en&ct=clink&cd=3&gl=us> 02/05/2007 05:37:12 PM

(CKC), a Unilever company, until recently when in May 2000 cosmetics giant Coty, Inc. of New York bought up the fragrance licensing agreements from Unilever. [year of launch]

- Calvin (men) [1981]
- Obsession (men and women) [men 1986, women 1985]
- Eternity (men and women) [1989]
- Escape (men and women) [men 1993, women 1991]
- ck one (unisex) [1994, 'Red Hot' edition 2000, 'Graffiti' art edition 2003]
- ck be (unisex) [1996]
- Contradiction (men and women) [men 1998, women 1997]
- Truth (men and women) [men 2002, women 2000]
- Crave (men) [2002]
- Eternity Purple Orchid (women) [2003]
- Eternity Moment (women) [2004]
- Obsession Night (men and women) [2005]
- Euphoria (women) [2005]
- Eternity Summer (men and women) [2006]
- Euphoria (men) [2006]
- ck Electric (unisex) [2006]

Trivia

- Klein was the victim of a pieing in 2001 at a fashion premiere at New York's Lincoln Center, although he was not the intended target.

[1]

- Calvin Klein was also an alias of the character Marty McFly in the first two Back to the Future films (1985 and 1989) after a mix-up with his young mother in which she saw the name written on Marty's underwear and assumed it to be his own.
- The original ck One adverts featured the song "Ginger" by often-Philadelphia-based indie rock group, Lilys. The song appeared as the first track on the EP, "A Brief History of Amazing Letdowns".

Advertising

The Calvin Klein company, like many in the fashion industry, is known for its eye-catching advertising. It is noted by many



is noted by many conservative organizations for its use of seemingly-underage models in pseudo-provocative poses. Calvin Klein's advertising campaigns are frequently controversial, but prove this can be very successful - to the point of making a blitz career. One of his male



underwear models, Mark Wahlberg, went on to fame as hip hop star 'Marky Mark', launching himself into the Hollywood scene to become a current "A-list" actor. Another Hollywood star owing his respectable career to the Calvin Klein advertisements is Antonio Sabato Jr..

They also play with emerging technologies. When advertising ckOne perfume in 1999, they employed a very unusual and groundbreaking campaign that displayed e-mail addresses in print advertisements, targeted at teenagers (such as anna@ckone.com or nick@ckone.com). When these teens mailed these addresses, they would be placed on a mailing list that sent them mails with vague details about the models' lives, with fake details meant to make them more relatable. These mails came at unpredictable intervals, and were supposed to give readers the feeling that they had some connection with these characters. Though the mailing lists were discontinued in 2002, the campaign has inspired similar marketing tactics for movies and other retail products.

Gay culture

- Calvin Klein underwear, while worn by many heterosexual men, has for a long time been favored by the gay community, particularly the modern boxer briefs. Most gay-related shops sell the brand, it has entered gay sub culture as a "uniform".
- The writer Armistead Maupin based the character Russell Rand - a "scrubbed and tan, *athletically lean*", bisexual fashion designer in Tales of the City - on Klein; a chapter in which the married Rand attempts to seduce a young man is entitled *That Eternity Crap*.
- A 2006 Times newspaper article (*Life after Calvin Klein*, Colin McDowell, 26 March 2006) described Klein in the 1970s as partying "nightly at Studio 54 with the likes of Andy Warhol, Liza Minnelli and Bianca Jagger. Some know of his passionate days on Fire Island, of which Andy Warhol wrote in July 1982: 'We went back to Calvin's, but we walked in as Calvin and Steve (Rubell), the owner of

<http://209.85.165.104/search?q=cache:KBQ7fwCtpzYJ:www.answers.com/topic/calvin-klein+%22my+calvins%22&hl=en&ct=clnk&cd=3&gl=us> 02/05/2007 05:37:12 PM

we walked in as Calvin and Steve (Rubell, the owner of Studio 54) were with two porno stars and we were embarrassed and left."

See also

- [Sex in advertising](#)

External links

- [Official web site for Calvin Klein by the Phillips Van Heusen Corporation](#)
- [Extensive archive of Calvin Klein ads](#)
- [Photography Dook of Calvin Klein models by Christopher Makos](#)
- [Calvin Klein Underwear home page](#)
- [Dying Scent of an E-mail Advertising Campaign \(Wired, February 13, 2002\)](#)
- [Calvin Klein Collection womenswear Fall/Winter 2006 at style.com](#)
- [Calvin Klein Collection menswear Fall/Winter 2006 at style.com](#)
- [Recent photograph of Mr. Klein on the Vogue web site](#)

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Print: Feb 5, 2007

72379595

DESIGN MARK

Serial Number

72379595

Status

REGISTERED AND RENEWED

Word Mark

CALVIN

Standard Character Mark

No

Registration Number

0933999

Date Registered

1972/05/16

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

CALVIN CLOTHING COMPANY, INC. CORPORATION PENNSYLVANIA 300 Brook
Street P.O. Box 3627 Scranton PENNSYLVANIA 18505

Goods/Services

Class Status -- ACTIVE. IC 025. US 039. G & S: BOYS' AND STUDENTS'
TAILORED CLOTHING, CONSISTING OF [COATS,] PANTS, SLACKS, TOP COATS
AND SPORT COATS. First Use: 1935/02/10. First Use In Commerce:
1935/03/15.

Filing Date

1970/12/28

Examining Attorney

UNKNOWN

Attorney of Record

JENIFER DEWOLF PAINE, ESQ.

Calvin

Print: Feb 5, 2007

75407975

DESIGN MARK

Serial Number

75407975

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

TOMMY

Standard Character Mark

No

Registration Number

2389024

Date Registered

2000/09/26

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

TOMMY HILFINGER LICENSING LLC LTD LIAB CO DELAWARE 601 W. 26TH ST., 6TH FLOOR NEW YORK NEW YORK 10001

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Clothing for men, women and children, namely, T-shirts, sweatshirts, sweaters, shirts, anoraks, jackets, coats, jeans, shorts, overalls, hats, and caps. First Use: 1987/12/00. First Use In Commerce: 1987/12/00.

Prior Registration(s)

1398612;1738410;1812970;1833391;1940671;1978987;1990190;1995802;1998783-;2025974;2103148;2124016;2145523;2159761;2162940;AND OTHERS

Filing Date

1997/12/19

Examining Attorney

STINE, DAVID

TOMMY

Print: Feb 5, 2007

75829479

DESIGN MARK

Serial Number

75829479

Status

REGISTERED

Word Mark

TOMMY

Standard Character Mark

No

Registration Number

2475142

Date Registered

2001/08/07

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

TOMMY HILFIGER LICENSING LLC LTD LIAB CO DELAWARE 601 W. 26TH ST., 6TH FLOOR NEW YORK NEW YORK 10001

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: FULL LINE OF APPAREL AND HEADWEAR. First Use: 1987/12/01. First Use In Commerce: 1987/12/01.

Prior Registration(s)

1811592;2162940;2286255;AND OTHERS

Name/Portrait Statement

The name "TOMMY" identifies a living individual whose consent is of record.

Filing Date

1999/10/22

Examining Attorney

THOMPSON, LAVERNE

Print: Feb 5, 2007

75829479

Attorney of Record
STEVEN R GURSKY

TOMMY

Print: Feb 5, 2007

75485139

DESIGN MARK

Serial Number

75485139

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

HUGO

Standard Character Mark

No

Registration Number

2361234

Date Registered

2000/06/27

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

HUGO BOSS TRADE MARKS MANAGEMENT GMBH & CO. KG LIMITED PARTNERSHIP FED
REP GERMANY Branch CH-Zug, Baarerstrasse 131 Zug SWAZILAND 6300

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Articles of clothing for men, women and children, namely, tuxedos, coats, sport coats, topcoats, raincoats, rainwear, gowns, dresses, skirts, culottes, jackets, suits, vests, shirts, overalls, coveralls, jumpsuits, pantsuits, pants, slacks, trousers, sweatpants, shorts, jeans, denim jackets, sport shirts, polo shirts, knit shirts, T-shirts, tank tops, turtlenecks, bodywear, namely, leggings, tights, briefs, boxers, sport tank tops, shorts, bottoms, sport knit shirts, tank tops, body tank tops, camisoles, sweat shirts; lingerie, body stockings, bustiers, camisettes, and culottes, chemises, teddies, tap pants, pettipants, bloomers, vests, socks and hosiery; bodysuits, exercise suits, sweaters, cardigans, pullovers, chemises, blousons, jogging suits, sweatshirts, loungewear, belts, suspenders, bathing suits, bathing caps, swimwear, beachwear, robes, sleepwear and underwear; socks and stockings; headwear, namely, hats, caps, earmuffs and mufflers; shawls; accessories, namely, head scarves, neck scarves, shoulder scarves, pocket kerchiefs; gloves and mittens; shoes, boots

Print: Feb 5, 2007

75485139

and belts.

Foreign Country Name

FED REP GERMANY

Foreign Registration Number

2036129

Foreign Registration Date

1993/05/12

Foreign Expiration Date

2003/05/13

Prior Registration(s)

1373892;1531899;1624938;1891134;1928978;AND OTHERS

Filing Date

1998/05/14

Examining Attorney

VAVONESE, DAN

Attorney of Record

Lisa W. Rosaya

HUGO

Print: Feb 5, 2007

76976488

DESIGN MARK

Serial Number

76976488

Status

REGISTERED

Word Mark

LIZ

Standard Character Mark

No

Registration Number

2841408

Date Registered

2004/05/11

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

L.C. Licensing, Inc. CORPORATION DELAWARE 1441 Broadway New York NEW YORK 10018

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: SKIRTS, SHIRTS, BLOUSES, PANTS, JACKETS, VESTS, SWEATERS, DRESSES. First Use: 2003/10/01. First Use In Commerce: 2003/10/01.

Prior Registration(s)

1167434;1213969;1317038;1422446;1426489;AND OTHERS

Filing Date

2002/06/24

Examining Attorney

LINNEHAN, ANN

Attorney of Record

David B. Kirschstein,

LIZ

Print: Feb 5, 2007

72422580

TYPED DRAWING

Serial Number

72422580

Status

REGISTERED AND RENEWED

Word Mark

COCO

Standard Character Mark

No

Registration Number

0958616

Date Registered

1973/05/08

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

CHANEL, INC. CORPORATION NEW YORK 9 W. 57TH ST. NEW YORK NEW YORK
10019

Goods/Services

Class Status -- ACTIVE. IC 010 025 026. US 039. G & S: WOMEN'S
SUITS, [COATS] AND BLOUSES. First Use: 1970/03/27. First Use In
Commerce: 1970/03/27.

Prior Registration(s)

0819622;0819623;0848755

Filing Date

1972/04/27

Examining Attorney

UNKNOWN

Attorney of Record

VERONICA L. HRDY

Print: Feb 5, 2007

72351007

TYPED DRAWING

Serial Number

72351007

Status

REGISTERED AND RENEWED

Word Mark

VALENTINO

Standard Character Mark

No

Registration Number

0910955

Date Registered

1971/04/06

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

VALENTINO S.P.A. CORPORATION ITALY VIA TURATI 16/18 MILANO ITALY

Goods/Services

Class Status -- ACTIVE. IC 025. US 039. G & S: ARTICLES OF CLOTHING AND ACCESSORIES-NAMELY, DRESSES, BELTS, GLOVES, SCARVES, [SHOES,] SWIMWEAR, AND TIES. First Use: 1960/04/00. First Use In Commerce: 1960/04/00.

Prior Registration(s)

0802451

Filing Date

1970/02/10

Examining Attorney

UNKNOWN

Attorney of Record

EVELYN M. SOMMER

Print: Feb 5, 2007

73194442

TYPED DRAWING

Serial Number

73194442

Status

REGISTERED AND RENEWED

Word Mark

VALENTINO

Standard Character Mark

No

Registration Number

1153226

Date Registered

1981/05/05

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

VALENTINO S.P.A. CORPORATION ITALY VIA TURATI 16/18 MILANO ITALY

Goods/Services

Class Status -- ACTIVE. IC 025. US 039. G & S: Men's Clothing-Namely, Suits, Sport Jackets, Overcoats, Shirts, Trousers, Bermuda Shorts, and Bathing Suits. First Use: 1968/00/00. First Use In Commerce: 1968/00/00.

Prior Registration(s)

0899841;0910955;0951621

Filing Date

1978/11/24

Examining Attorney

UNKNOWN

Attorney of Record

ALLISON RUTLEDGE-PARISI

Print: Feb 5, 2007

73237399

DESIGN MARK

Serial Number

73237399

Status

REGISTERED AND RENEWED

Word Mark

VALENTINO

Standard Character Mark

No

Registration Number

1268029

Date Registered

1984/02/21

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

VALENTINO S.P.A. CORPORATION ITALY VIA TURATI 16/18 MILANO ITALY

Goods/Services

Class Status -- ACTIVE. IC 025. US 039. G & S: Articles of Clothing and Accessories-Namely, Jumpers, Sweaters, Dresses, Skirts, Blouses, Suits, Jackets, Coats, Shirts, Trousers, Vests, Jeans, Slacks, Shorts, Swimwear, Hats, Lingerie, Ties, Belts, Scarves, Hosiery and Gloves. First Use: 1979/08/00. First Use In Commerce: 1979/08/00.

Prior Registration(s)

0899841;0951621;AND OTHERS

Filing Date

1979/10/31

Examining Attorney

UNKNOWN

Attorney of Record

G FRANKLIN ROTHWELL

valentino

Relatedness Evidence

Print: Feb 3, 2007

78641279

Issue: 0000/00/00

DESIGN MARK

Serial Number

78641279

Status

OPPOSITION PENDING

Word Mark

BERNARDO

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Ashley Nettye, Inc. CORPORATION DELAWARE 463 Seventh Avenue New York
NEW YORK 10018

Goods/Services

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S:
Eyewear; namely, sunglasses and fittings therefor, and eyeglass
frames.

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Perfume, cologne, cosmetic make-up and non-medicated skin care
preparations.

Goods/Services

Class Status -- ACTIVE. IC 024. US 042 050. G & S: Linen, towels,
and bedding; namely, comforters, bed spreads, sheets, pillowcases, bed
ruffles, pillow shams and blankets.

Goods/Services

Class Status -- ACTIVE. IC 014. US 002 027 028 050. G & S:
Watches; and jewelry.

Prior Registration(s)

2433856;2693870;2911578

Filing Date

2005/06/01

Print: Feb 3, 2007

78641279

Issue: 0000/00/00

Examining Attorney
GUTTADAURO, JULIE

Attorney of Record
JACQUELINE LESSER

BERNARDO